

**AMENDMENTS TO THE CLAIMS**

Please amend the claims as set forth below in marked-up form. A listing of all pending claims is presented below.

1-44. (Cancelled)

1 *45.* (Previously presented) A method of releasably attaching predetermined indicia to an insulating cooler device having an insulating cooler and at least a pair of interchangeable structural members for said cooler, comprising the steps of:

providing a structural member sized and dimensioned in a manner that is structurally compatible with a body of an insulating cooler and having the predetermined indicia thereon;

applying a releasable affixation device to said structural member; and  
releasably affixing said structural member to a planar portion of said insulating cooler using said releasable affixation device, whereupon said affixing step includes a step of non-destructively exchanging one structural member having a first predetermined indicia for another structural member having a second predetermined indicia on said body.

2 *46.* (Original) A method of attaching predetermined indicia to an insulating cooler device according to claim *45*, wherein said applying step comprises the step of applying adhesive to the said structural member.

3 *47.* (Previously presented) A method of attaching predetermined indicia to an insulating cooler device according to claim *45*, wherein said applying step comprises the step of applying a hook and loop type of fastener.

4 48. (Original) A method of attaching predetermined indicia to an insulating cooler device according to claim 45, wherein said applying step comprises the step of applying a plurality of guide members.

5 49. (Original) A method of attaching predetermined indicia to an insulating cooler device according to claim 45, wherein said applying step comprises the step of applying an elastomeric band, so dimensioned as to extend around a periphery of said structural member.

6 50. (Original) A method of attaching predetermined indicia to an insulating cooler device according to claim 45, wherein said applying step comprises the step of applying magnets or ferromagnetic metal structurally arranged so as to mate with magnets or ferromagnetic metal attached to said insulating cooler device.

7 51. (Original) A method of attaching predetermined indicia to an insulating cooler device according to claim 45, wherein said predetermined indicia is a sports logo.

8 52. (Original) A method of interchanging attachments for an insulating cooler device, said attachments having predetermined indicia thereon, said method comprising the steps of:  
a) providing an insulating cooler device having a substantially planar portion;  
b) providing a plurality of interchangeable structural members, each said interchangeable structural member having the predetermined indicia thereon;

c) releasably affixing one of said plurality of interchangeable attachments to said substantially planar portion using said releasable affixation device for a first predetermined time period;

d) removing said one interchangeable attachment from said substantially planar portion; and

e) releasably affixing another of said plurality of interchangeable attachments to said substantially planar portion for a second predetermined time period.

*9*  
~~53.~~ (Original) A method of interchanging attachments for an insulating cooler device according to claim ~~52~~, further comprising the step of:

applying a releasable affixation device to each of said plurality of interchangeable attachments.

*10*  
~~54.~~ (Original) A method of interchanging attachments for an insulating cooler device according to claim ~~52~~, wherein said applying step comprises the step of applying adhesive to the said structural member.

*11*  
~~55.~~ (Original) A method of interchanging attachments for an insulating cooler device according to claim ~~52~~, wherein said applying step comprises the step of applying a VELCRO brand fastener.

~~12~~<sup>56</sup>. (Original) A method of interchanging attachments for an insulating cooler device according to claim ~~52~~<sup>9</sup>, wherein said applying step comprises the step of applying a plurality of guide members.

~~13~~<sup>57</sup>. (Original) A method of interchanging attachments for an insulating cooler device according to claim ~~52~~<sup>9</sup>, wherein said applying step comprises the step of applying an elastomeric band so dimensioned as to extend around a periphery of said interchangeable attachment members.

~~14~~<sup>58</sup>. (Original) A method of interchanging attachments for an insulating cooler device according to claim ~~52~~<sup>9</sup>, wherein said applying step comprises the step of applying magnets or ferromagnetic metal structurally arranged so as to mate with magnets or ferromagnetic metal attached to said insulating cooler device.

~~15~~<sup>59</sup>. (Original) A method of interchanging attachments for an insulating cooler device according to claim ~~52~~<sup>9</sup>, wherein said interchangeable attachment is a removable cover, and wherein said applying step comprises the step of integrally attaching a structural member to said removable cover that mates with a body portion of said insulating cooler device.

~~16~~<sup>60</sup>. (Original) A method of interchanging attachments for an insulating cooler device according to claim ~~52~~<sup>15</sup>, wherein said integrally attaching step comprises attaching a plurality of mortises or tenons, so dimensioned as to mate with corresponding tenons or mortises, respectively, on said insulating cooler device.

*17*

~~61.~~ (Original) A method of interchanging attachments for an insulating cooler device according to claim ~~59~~, wherein said integrally attaching step comprises attaching an elastomeric band around a periphery of said removable cover.

*18*

~~62.~~ (Original) A method of interchanging attachments for an insulating cooler device according to claim ~~52~~, wherein said predetermined indicia is a sports logo.